18. Create the content for a webpage for either a company or product that you would like to Promote.

19. Explain the visual aids in business communication.

20. Explain the procedure of writing minutes of a meeting and the structure of minutes.

Shanmuga Industries Arts & Science College
T.V.Malai

APRIL/MAY 2025

FPE20B/CPE20B — PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Write any two adverbs used in specific business and economics vocabulary.

2. Write the verb and adjective form for the word product.

3. Define the revolutionary product.

4. What is a caption?

5. Define the interviews.

6. What are instant payments?

7. Explain the two processes of creativity.

8. Why imagination is important in learning experience?

9. What is meant by company profile?

10. Define the target audience.

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SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain the Business Buzz words with examples.

(i) Think out of the box

(ii) Deep dive

(iii) Bleeding edge

(iv) Move the Needle

(v) Low-hanging fruit

Or

(b) Elucidate the ten words /terms jargon associated with banking.

12. (a) Explain the JAM.

Or

(b) Expound the factors for the success of an advertisement.

13. (a) Explicate the steps for creating the website.

Or

(b) Explain the following words in web design with examples.

(i) CSS

(ii) HTML

(iii) Favicon

(iv) Domain name

(v) UX design

14. (a) Explain the webisodes with illustrations.

Or

(b) Expound the purpose of blogs.

15. (a) Explain the record of the meeting's purpose.

Or

(b) How to write the corporate minutes?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the PPF and Mutual Funds in Banking Saving Schemes.

17. Expound the pivotal role of persuasion concerning Ethos, Pathos, and logos.